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HARMAN to Bring Harman Kardon Branded Audio System to New SsangYong Model

Growing Korean automaker to include HARMAN branded audio solutions as it expands its reach in the Asian market

STAMFORD, Conn.--(BUSINESS WIRE)-- HARMAN, the global leading supplier of premium audio and infotainment systems (NYSE:HAR) announced today a new contract with SsangYong Motor Company (SYMC) to provide its Harman Kardon branded premium audio systems for the new Chairman H sedan to be sold mainly in the Korean market. This agreement continues HARMAN's six-year relationship with SYMC, supplying a sophisticated infotainment system and Harman Kardon branded audio for its Chairman W model -- the most luxurious vehicle in Korea. HARMAN is the world's largest supplier of premium-branded audio solutions and more than 25 million vehicles worldwide are currently equipped with HARMAN technology.

The new Chairman H premium sedan from SsangYong for model year 2013 will feature a 12-speaker Harman Kardon audio system. HARMAN and SsangYong Motor Company will work together on the development of these next-generation premium branded audio solutions to ensure they meet rigorous performance standards and are seamlessly integrate with the vehicle's interior.

"HARMAN is pleased to have been chosen for these upcoming SsangYong vehicles, and we look forward to working with SYMC on many more programs," said Dinesh C. Paliwal, President, Chairman and CEO of HARMAN. "This strengthens our relationship with SsangYong as it continues to expand its model lineup and global reach."

HARMAN currently has more than 75 employees at its location in South Korea, serving in sales and marketing and application engineering functions.

About HARMAN

HARMAN (www.harman.com) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets — supported by 15 leading brands, including AKG, Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson. The company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 12,500 people across the Americas, Europe and Asia, and reported net sales of \$4.0 billion for twelve months ending September 30, 2011. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

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HARMAN Corporate Communications
Darrin Shewchuk, 203-328-3834
darrin.shewchuk@HARMAN.com
or
Burson-Marsteller

Seine Kim, 212-614-4178
Mobile: 646-361-7971
seine.kim@bm.com

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